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## Chaney will spearhead agritourism council

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When he isn't making ice cream, Carl Chaney will be working to attract people to Kentucky's agricultural destinations.

The operator of Chaney's Dairy Barn on Nashville Road was recently elected chairman of the Kentucky Agritourism Council.

Chaney has served on the council since its formation in 2002.

As the new chairman, one of his top goals will be to encourage more people to visit and spend money at the state's many farms, wineries, restaurants and other spots that fall under the agritourism umbrella.

"With the rising cost of gas, I think people are looking for places to go to that are closer to home for something to do," Chaney said.

The Kentucky Department of Agriculture created the state office of agritourism and the agritourism council, which meets quarterly to make recommendations for a statewide agritourism plan.

The council has worked with state agritourism director Stephen Yates to create an agritourism Web site, which was launched in February.

Called "Kentucky Farms are Fun," the site lists 230 agritourism destinations in Kentucky - eight of them in Warren County.

Though it isn't clear how much revenue agritourism contributed, the state tourism industry as a whole generated more than \$10 billion in revenue last year and is one of the state's largest employers.

Chaney said that council meetings and conventions have made him aware of the efforts individual businesses put forth to attract customers, similar to the Ice Cream and a Moovie nights at his own business.

"A lot of people are giving farm tours and doing things that I had never thought of," Chaney said.

In addition to increasing the state agritourism industry's online presence, Chaney said he would work with state officials and legislators to make sure that Kentucky's agricultural businesses have more visible road signage.

"We're lucky to be right on (Nashville Road) where 8,000 cars drive past us every day, but a lot of these businesses are back in the country and you have to find them," Chaney said.

The cooperative extension offices in Warren and Allen counties are working together to put up more signage touting the area's agritourism options, Chaney said.

The council has also elected Jeremy Hinton as vice-chairman.

Hinton, who operates Hinton's Orchard and Farm Market in LaRue County, sells seasonal fruits and vegetables and offers several activities at his farm.



Carl Chaney, operator of Chaney's Dairy Barn on Nashville Road, was recently elected chairman of the Kentucky Agritourism Council.

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"It has been a wonderful experience to work with them on projects such as the Kentucky Farms Are Fun Web site, and I look forward to working with both these individuals as we continue to look at new opportunities to develop and promote Kentucky's agritourism industry," Yates said in a statement.

— For more information about agritourism, go to [www.kentuckyfarmsarefun.com](http://www.kentuckyfarmsarefun.com).

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